Amendments to the Claims:

1. (Previously Presented) A method comprising:

receiving over a network a first request to encode one or more media program files;

for each media program file to be encoded, receiving a selection of one or more encoding formats for encoding the media program file, wherein the selection is selected from at least a first encoding format with a first coder/decoder ("CODEC") and a second encoding format with a second CODEC that differs from the first CODEC, wherein the first encoding format and the second encoding format can be applied to the media program file, and wherein the first request and the selection are received from a client that is connected to the network;

in response to receiving the first request, servicing the first request by automatically generating one or more encoded media files by encoding the media program in the one or more selected encoding formats; and

after encoding the media program in the one or more selected encoding formats,

querying the client as to whether the encoded media program is to be deleted, hosted, or transmitted;

if the client, in a second request, requests hosting of the one or more encoded media files, automatically hosting the one or more encoded media files on a hosting server, wherein the hosting server is configured to allow selective access by visitors to the one or more encoded media files over the network, as determined by the client, wherein the hosting server is selected, based on the selected encoding format, from a group of dedicated hosting servers each hosting a different type of encoding format, and wherein the client is enabled to choose a hosting server that is maintained by an entity different from that which encodes the media program,

and if the client does not request hosting of the one or more encoded media files, enabling the client to access the one or more encoded media files without hosting the files for access on a hosting server,

wherein

credits are purchased by an end-user;

a predetermined number of credits are associated with each e-commerce transaction associated with remote servicing of the media program; and

pricing of said credits purchased by said end-user are inversely proportionate to a number of credits purchased.

2. (Canceled)

3. (Previously Presented) The method as recited in Claim 1, further comprising allowing the client to create a tree structure directory through commands for organizing encoded media files that are hosted at the service host.

4. (Previously Presented) The method as recited in Claim 1, further comprising:

providing real-time reporting of statistics on the one or more encoded media files that are hosted at the hosting server; and

allowing the client to enter commands to dynamically determine whether to remove the one or more encoded media files from publication.

5. (Previously Presented) The method as recited in Claim 1, wherein the selective access includes access given to a visitor of the network and which allows the visitor to receive a publication of at least one of the one or more encoded media files in response to a request by the visitor to receive the publication.

6. (Previously Presented) The method as recited in Claim 1, further comprising:

causing a user interface to be displayed at the client, wherein the user interface allows entry of encoding requests and allows uploading of the media program from the client to a server over the network; and

in response to a client interacting with the user interface, providing to the client an encoding request form through the user interface, wherein the encoding request form includes a mailing bar code, and wherein the bar code is used to match shipped media program files to the first request to encode.

7. (Original) The method as recited in Claim 1, further comprising providing automated online design control, wherein the design control comprises the control of one or more of:

sequencing of segments of the one or more encoded media files;

timing between the segments of the one or more encoded media files;

synchronization of text with the segments of the one or more encoded media files;

selection of music for each segment of the one or more encoded media files; and

alteration of the segments of the one or more encoded media files.

8. (Original) The method as recited in Claim 7, wherein the segments of the one or more encoded media files comprise two or more slides, frames, or video clips.

9. (Canceled)

10. (Previously Presented) A computer program product comprising at least one computer-readable storage medium having computer-readable program code portions stored therein, the computer-readable program code portions comprising:

a first executable portion for receiving over a network a first request to encode one or more media program files;

a second executable portion for receiving, for each media program file to be encoded, a selection of one or more encoding formats for encoding the media program file, the selection is selected from at least a first encoding format with a first coder/decoder ("CODEC") and a second encoding format with a second CODEC that differs from the first CODEC, wherein the first encoding format and the second encoding format can be applied to the media program file, and wherein the first request is received from a client that is connected to the network;

a third executable portion for servicing the first request by automatically generating one or more encoded media files by encoding the media program in the one or more selected encoding formats;

a fourth executable portion for querying the client as to whether the encoded media

program is to be deleted, hosted, or transmitted;

a fifth executable portion for determining if the client, in a second request, requests hosting of the one or more encoded media files, and if so, automatically hosting the one or more encoded media files on a hosting server, wherein the hosting server is configured to allow selective access by visitors to the one or more encoded media files over the network, as determined by the client;

a sixth executable portion for selecting the hosting server based on the selected encoding format, from a group of dedicated hosting servers each hosting a different type of encoding format, and wherein the client is enabled to choose a hosting server that is maintained by an entity different from that which encodes the media program,

a seventh executable portion for enabling the client to access the one or more encoded media files without hosting the files for access on a hosting server, if the client does not request hosting of the one or more encoded media files;

an eighth executable portion for enabling an end-user to purchase credits, wherein a predetermined number of credits are associated with each e-commerce transaction associated with remote servicing of the media program; and

a ninth executable portion for determining that pricing of said credits purchased by said end-user are inversely proportionate to a number of credits purchased.

11. (Canceled)

12. (Previously Presented) The computer program product as recited in Claim 10, further comprising a tenth executable portion for allowing a client to create a tree structure directory through commands entered at the client for organizing encoded media files that are hosted at the service host.

13. (Previously Presented) The computer program product as recited in Claim 10, further comprising:

a tenth executable portion for providing real-time reporting of statistics on the one or

more encoded media files that are hosted at the hosting server; and

an eleventh executable portion for allowing a client through entering commands to dynamically determine whether to remove the one or more encoded media files from publication.

14. (Previously Presented) The computer program product as recited in Claim 10, wherein the selective access includes access given to a visitor of the network and which allows the visitor to receive a publication of at least one of the one or more encoded media files in response to a request by the visitor to receive the publication.

15. (Previously Presented) The computer program product as recited in Claim 10, further comprising:

a tenth executable portion for causing a user interface to be displayed at the client, wherein the user interface allows entry of encoding requests and allows uploading of the media program from the client to a server over the network; and

an eleventh executable portion for, providing, in response to a client interacting with the user interface, to the client an encoding request form through the user interface, wherein the encoding request form includes a mailing bar code, and wherein the bar code is used to match shipped media program files to the first request to encode.

16. (Previously Presented) The computer program product as recited in Claim 10, further comprising,

a tenth executable portion for providing automated online design control, wherein the design control comprises the control of one or more of:

sequencing of segments of the one or more encoded media files;

timing between the segments of the one or more encoded media files;

synchronization of text with the segments of the one or more encoded media files;

selection of music for each segment of the one or more encoded media files; and

alteration of the segments of the one or more encoded media files.

17. (Previously Presented) The computer program product as recited in Claim 16, wherein the segments of the one or more encoded media files comprise two or more slides, frames, or video clips.

18– 20. (Canceled)

21. (Previously Presented) An apparatus comprising a processor configured to:

receive over the network a first request to encode one or more media program files and a selection of one or more encoding formats for encoding the media program file,

service the first request by automatically generating one or more encoded media files by encoding the media program in the one or more selected encoding formats;

if the client requests hosting of the one or more encoded media files, hosting the one or more encoded media files on a hosting server;

select the hosting server based on the selected encoding format, from a group of dedicated hosting servers each hosting a different type of encoding format, and wherein the client is enabled to choose a hosting server that is maintained by an entity different from that which encodes the media program,

enable the client to access the one or more encoded media files without hosting the files for access on a hosting server, if the client does not request hosting of the one or more encoded media files;

enable an end-user to purchase credits, wherein a predetermined number of credits are associated with each e-commerce transaction associated with remote servicing of the media program; and

determine that pricing of said credits purchased by said end-user are inversely proportionate to a number of credits purchased.

22. (New) The apparatus of Claim 21, wherein the processor is further configured to create a tree structure directory through commands to organize encoded media files that are hosted at the hosting server.

23. (New) The apparatus of Claim 21, wherein the processor is configured to:

provide real-time reporting of statistics on the one or more encoded media files that are hosted at the hosting server; and

allow the apparatus to enter commands to dynamically determine whether to remove the one or more encoded media files from publication.